

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of this application.

Listing of Claims:

Claims 1-132 (cancelled)

133. (currently amended) A system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising:

means for distributing global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in a particular geographic region;

means for displaying an interactive television program guide display screen;

means for using the interactive television program guide to display the global advertisements on the television program guide display screen;

means for receiving a user selection of the global advertisements; and

means for displaying, on at least a portion of the television program guide display screen, a local

advertisement that is designated for display in the particular geographic region of the user television equipment and that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated.

134. (currently amended) A method for using a system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

distributing global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in a particular geographic region;

displaying an interactive television program guide display screen;

using the interactive television program guide to display the global advertisements on the television program guide display screen;

receiving a user selection of the global advertisements; and

displaying, on at least a portion of the television program guide display screen, a local advertisement that is designated for display in the particular geographic region of the user television equipment and that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, ~~the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated.~~

135. (currently amended) A system in which local and global advertisements are displayed on user television equipment, the system comprising:

a television distribution facility that distributes global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in a particular geographic region;

an interactive television program guide that displays an interactive television program guide screen and the global advertisements on the interactive television program guide screen;

a control interface that receives a user selection of the global advertisements; and

wherein the interactive television program guide displays a local advertisement, on at least a portion of the television program guide display screen, that is designated for display in the particular geographic region of the user television equipment and that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, ~~the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated.~~

136. (currently amended) A machine readable medium encoded with machine-readable instructions for use in a system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, the machine-readable instructions comprising:

distributing global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in a particular geographic region;

displaying an interactive television program guide display screen;

using the interactive television

program guide to display the global advertisements on the television program guide display screen;

receiving a user selection of the
global advertisements; and

displaying, on at least a portion of the television program guide display screen, a local advertisement that is designated for display in the particular geographic region of the user television equipment and that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, ~~the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated.~~